



PRESS RELEASE

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Cape Wools SA announces media partnership with SA Fashion Week's Designer Challenge 2017

Port Elizabeth, 29 June 2017: Cape Wools SA, in partnership with SA Fashion Week, has launched the first ever Wool competition for top South African designers.

The competition will be known as the Cape Wools SA Fashion Week Designer Challenge 2017.

Two designers, one ladieswear and one menswear, will be selected by a panel of industry leading judges to showcase their collections for two seasons at SA Fashion Week, presenting a Winter and Summer collection respectively.

The winning designers will receive a travel seminar to the "Making It In Textiles" Conference in Bradford, UK during October with flights and accommodation fully paid.

Louis de Beer, CEO at Cape Wools SA, says, "The wool industry is extremely excited about the opportunity to work closely together with SA Fashion Week in promoting wool's amazing benefits."

The competition will run for 4 months and will allow top South African designers the opportunity to design and produce their Autumn/Winter '18 Collection, including ladies- and menswear in collaboration with Cape Wools SA.

Louis de Beer says the Wool Industry is poised for growth at present with demand for South African Merino Wool on the increase due to growth in consumer interest for Merino Wool.

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ABOUT SA FASHION WEEK

SA Fashion Week is the optimal platform for designers to start, develop and grow their businesses. It is the key voice of fashion in South Africa recognizing the power our diversity holds in this sector, which is one of the most socially inclusive SA industries. Over the past 19 years SA Fashion Week has brought the creative fashion design industry together. They share their collective industry knowledge and provide sustainable marketing platforms taking high-end designs from the design studio into the retail environment.

SA Fashion Week contact:

Sandy Kass

Media Relations

Tel: +27 011 442 7812

Email: media@safashionweek.co.za

ABOUT CAPE WOOLS SA

Cape Wools SA is based in Port Elizabeth. It is the wool industry representative with the purpose of creating wealth in wool for the greater good of the wool industry. www.capewools.co.za

Cape Wools SA contact:

Louis de Beer

Tel: +27 41 484 4301

Email: louis@capewools.co.za

ABOUT MAKING IT IN TEXTILES (MiiT)

A collaboration between The Campaign for Wool, the Clothworkers Company, The Drapers Company and the Weavers Company provides a two-day conference where educational institutions and the UK textile manufacturing industry meet students who are interested in a career in the industry.

The MiiT conference aims to inform delegates of the practical workings of the industry through shared insights by various industry experts. It focuses on weaving and finishing, printing as well as the opportunities within the sector.

This is a one of a kind event aimed at promoting the interests of the wool industry.

BENEFITS OF MERINO WOOL

Merino wool is a natural fibre and adapts to the temperature it is worn in. It repels odours and dirt and the modern wool garments are washable and easy care. The fibre is totally biodegradable and the garment will disintegrate completely once discarded, becoming part of the earth, it was harvested from. Merino wool is a renewable source and designers are now even making recycled wool items from old, discarded clothing, making it even more eco-friendly.